

Lohr, Amy

From: Austin, Erin
Sent: Monday, June 21, 2010 4:44 PM
To: Maio, Peggy
Cc: Lohr, Amy; Merrithew, John E..
Subject: RE: Agenda 6-23-10 Subcommittee
Attachments: Purpose EAdraft.doc

Hi Peggy,

Attached is my proposed re-write of the Purpose clause. It is equal parts RGP, Loudoun Chamber Signage Policy, APA's Context-Sensitive Signage Design, and the Model Sign Ordinance from The Signage Foundation, Inc. (basically, a sign industry lobby group -- aggressively pro-sign). See http://www.thesignagefoundation.org/Portals/0/sfi_model_sign_code.pdf

Let me know if you have any questions. Extremely unlikely I will be at the subcommittee meeting on Wednesday.

Thanks,
Erin

From: Maio, Peggy
Sent: Monday, June 21, 2010 11:04 AM
To: Merrithew, John E.; Austin, Erin; Bayless, Glen; Bryan, Nancy; Keirce, Clifford; Klancher, Robert; Klancher, Robert; Pastor, Julie; Robinson, Gigi; Ronis, Valdis; Ruedisueli, Kevin; Syska, Helena
Cc: Lohr, Amy; Miller, Teresa; Bailey, Robyn
Subject: RE: Agenda 6-23-10 Subcommittee

John and Amy,

The agenda looks fine. Can we add an information item on why the comprehensive sign plan is only for PD districts and that other category I can't recall?

If no one in house has that institutional memory, perhaps you can contact Brian Cullen from Keene Enterprises. Brian was on both the previous ad hoc committee and the county committee to revise the ordinance last time. I think I know the answer but would want it verified. I do not think the answer is complicated, but if this becomes a big research item, don't do it.

For our final Discussion item on Monday, I'd like us to consider what we think are the major decisions we need going into our work beside the statement of Purpose. These would be the assumptions that we would then work from as we get into the text, with the understanding that we might change our assumptions along the way.

Peggy

From: Merrithew, John E..
Sent: Friday, June 18, 2010 4:00 PM
To: Austin, Erin; Bayless, Glen; Bryan, Nancy; Keirce, Clifford; Klancher, Robert; Klancher, Robert; Maio, Peggy; Merrithew, John E.; Pastor, Julie; Robinson, Gigi; Ronis, Valdis; Ruedisueli, Kevin; Syska, Helena
Cc: Lohr, Amy; Miller, Teresa
Subject: Agenda 6-23-10 Subcommittee

I have enclosed an agenda for the first subcommittee meeting scheduled for June 23. The meeting will discuss Section 5-1201, the Purpose of the sign regulations. During our previous discussion, the Commissioners also commented on the County's Vision so I have included the Board's Vision statement from the Revised General Plan and guiding principles. See you on the 23rd. Stay cool.

John

Purpose. The purpose of these Sign Regulations is to support the Revised General Plan's goals of encouraging vibrant communities and employment centers and protecting natural and heritage resources through the establishment of context-sensitive standards which balance aesthetic considerations with economic development. Thus, while not restricting freedom of expression, regulations are hereby established for determining the size, number, design and location of signs to:

- Establish and enhance aesthetic and architectural compatibility with communities, reflective of the distinct policy areas in the County.
- Promote and support economic development by enhancing the functionality of signage, permitting businesses to inform, identify and communicate effectively.
- Foster public safety along public and private streets by assuring all signs minimize distractions and obstacles and are in safe and appropriate locations.
- Provide an efficient and impartial review process with flexibility to respond to business needs and evolving market trends while maintaining aesthetic standards.